

Available online at www.sciencedirect.com**ScienceDirect**

Procedia Economics and Finance 6 (2013) 530 – 541

Procedia
Economics and Finance

www.elsevier.com/locate/procedia

International Economic Conference of Sibiu 2013 Post Crisis Economy: Challenges and Opportunities, IECS 2013

Regional Tourism Development in Romania - Consistency with Policies and Strategies Developed at EU Level

Virgil Nicula^{a*}, Simona Spânu^b, Roxana Elena Neagu^a

^aFaculty of Economic Sciences, "Lucian Blaga" University of Sibiu, Romania

^bFaculty of Agricultural Sciences, Food Industry and Environmental Protection "Lucian Blaga" University of Sibiu, Romania

Abstract

The national tourism development master plan for the period 2007-2026 focuses on tourism resources of the regions. The regional tourism development strategy should have the opportunities and threats that are found in every county of the region as guide marks. Their identification leads to facilitate the implementation of tourism development strategy, the opportunity maximum use being the revival and growth ramp of tourist activities, preventing threats ensure the proper functioning of the implementation process. In this paper we analyzed a series of indicators of tourist movement in the eight development regions of Romania.

© 2013 The Authors. Published by Elsevier B.V. Open access under [CC BY-NC-ND license](http://creativecommons.org/licenses/by-nc-nd/4.0/).

Selection and peer-review under responsibility of Faculty of Economic Sciences, Lucian Blaga University of Sibiu.

Keywords: regional tourism; tourist offer; policies and strategy in tourism.

1. Introduction

This study is based on the recommendations of the European Grouping of Territorial Cooperation (EGTC), Interreg programs, macro-regional strategies, as well as the requirements set out in the Declaration of Madrid (2010), EU 2020 Strategy (Lisbon) on tourism in the EU, national strategies on tourism development in Romania during 2007-2026.

Tourism is today the most developed industry in the European economy, with the highest growth rate (between 2 and 4.5% per year in terms of turnover and 1-1.5% as an opportunity to create new working places), statement based

* Corresponding author.

E-mail address: niculavirgil@yahoo.com

on national and international nature of tourism activity and on the fact that it forms the constituent element of several sectoral policies within the EU.

In Europe, tourism is considered one of the sectors with the best growth prospects, with positive effects on the number of new working places, being the subject of specific primary measures that stipulate infrastructure modernization in all its complexity, development and diversification of tourism-related services (new information and communication technologies, cultural networks, training of qualified personnel and so on).

The influx of tourists and visitors in different regions is, of course, determined by the attractiveness, value, quantity and quality of tourist attractions in these areas, and the level of knowledge and presentation, ie advertising and ingenuity of its composition.

In line with the balanced regional development, there are counties in Romania that have already inventoried the entire natural and cultural dowry available as tourist attractions, so that a heritage reassessment of priorities is sufficient for promoting or re-promoting, in order to appropriately determine the necessary funds. Regional policy on the maximum use of tourist attractions of definite value at European level correctly ranked in terms of attractiveness, intrinsic value, national importance and so on, must provide funds to protect them.

To minimize impact on tangible and intangible heritage of regions, it is necessary to develop a regional tourism development project taking into account the progress of relevant policies, including:

- identify all tourist attractions;
- assessing or reassessing of tourist attractions on grounds of real value;
- their ranking as an opportunity of economic support and protection;
- making recommendations on the promotion or improvement of current promotion;
- assessing the economic influences of their proper organized maximum use through tourism;
- identifying the number of people employed in tourism and their level of training;
- development of the Regional Development Strategy must take into account that the tourist influx growth, of any origin, positively influences the regional economy:
 - directly, through the total receipts from consumption;
 - indirectly, through contact and local bilateral cultural influences, knowledge of local economic values and potential business opportunities, labour employment in services, creating favourable image, etc.

Being considered an exclusive market, the European Union has the most developed economy in *Travel and Tourism* sector, currently accounting for about 40% share of the global market. Obviously, its share has increased significantly in recent years, according to EU enlargement beyond its initial boundaries to the 27 current Member States.

The tourism industry generates more than 5% of EU GDP, with about 1.8 million enterprises active in the field and that have a staff at around 5.2% of total employment (about 9.7 million of working places). If we take into account the related sectors, the estimated contribution of tourism to GDP is much higher: tourism indirectly generates more than 10% of EU GDP, providing employment for about 12% of the workforce.

The Lisbon Treaty includes among the objectives of the European Union, alongside the economic and social cohesion, a new territorial dimension and it provides a focus on rural areas, areas affected by industrial transition, regions which suffer from severe and permanent natural or demographic handicap, as well as border and mountain regions, where many localities in Romania are included.

Given that tourism enterprises are mainly SMEs, it should be appropriate to promote their development by building clusters. Aids to improve productivity, competitiveness, training and quality play an equally important role. In this respect, it is recommended to create tools to support SMEs in tourism, especially in relation to all aspects of training of their staff. We should not neglect the important role of tourism sector in creating jobs and the fact that most of them are for young people, allowing them to use a range of skills useful in their professional development.

2. European, national and regional tourism policy

Tourism is a vital source of income and employment, it is fundamental for many parts of Europe and for some of them even indispensable, since it is an important factor to improve competitiveness.

Under the Lisbon Treaty, the primary objective of the European tourism policy is the stimulation of sector competitiveness, taking into account at the same time that long-term competitiveness is closely linked to the “sustainable” nature of its development. This objective is closely related to the new EU economic strategy “Europe

2020", and, in particular, to the flagship initiative "An industrial policy for the globalization era" (Study on the competitiveness of the EU tourism industry, September 2009).

To get good results, it is necessary to support initiatives of Member States or European regions through Community actions. We must also note the Commission's will to ensure that any measure taken does not involve the increase of administrative burden for national, regional and local authorities. In this context, it is considered that this kind of communication is consistent with the principles of subsidiarity and proportionality.

The overall aim of coordinating efforts and initiatives in tourism, in order to get a competitive, modern, sustainable and responsible tourism sector is viable if tourism is developed based on competitiveness and sustainability, concept with triple meaning:

- a. economic sustainability, ensuring fair and efficient economic development, enabling advancement of future generations of Europeans;
- b. socio-cultural sustainability, consistent with the culture, values and identity of European regions;
- c. environmental sustainability, ensuring that development is compatible with the preservation of essential processes, biological diversity and biological resources; tourism must be developed on a sustainable basis, in order not to waste natural resources and not cause damage to the environment.

Europe must remain the first destination in the world, able to highlight the richness and diversity of its territories.

The European Commission intends to encourage a coordinated approach of tourism-related initiatives and define a new framework of action to sustainably strengthen its competitiveness and growth. For this purpose, it proposes a number of initiatives at European or multinational level, which pursue these objectives, taking advantage at the same time of the Union's competences introduced by the Lisbon Treaty for tourism. Tourism sector has made, for many years, major efforts to implement a series of actions to strengthen the European tourism and its competitiveness. At the same time, the Commission has also implemented an integrated and well designed system to protect passengers and consumers, including people with disabilities and reduced mobility in all means of transport.

Over the years, the European Union has managed to establish a European tourism policy, focusing on the factors that determine its competitiveness, given at the same time, the need for sustainable development. A revised European tourism policy provides a solid partnership for European tourism.

EU gives rightful importance to tourism, which contributes substantially to its economic and social objectives. The opportunities offered to less developed regions to make progress in economic development, contributions to protect the environment, strengthen the European identity and vision, justify the interest of the EU and the Member States in tourism industry development (Europe, favourite worldwide tourist destination - a new political framework for European tourism, Brussels, 2010)

EU tourism concerns shows direct involvement in the community, by the action of specialized institutions, involvement required to maintain a low, competitive holiday package price through financial contribution to the tourism industry by local authorities.

The Community tourism policy's main objective is to promote the harmonious development of tourism in member countries. For this reason, the Commission has identified primary areas in which Community actions would help solve industry-specific problems and expansion of tourism in member countries.

Introduction of a European heritage label and a European label "Quality Tourism" should stimulate destinations to implement sustainable practices and help strengthen Europe's image as a high quality tourist destination. However, it is extremely important to examine and present the added value of these labels and to have a set of strict criteria for granting such labels, to avoid losing their prestige.

European tourism faces many challenges: global economic crisis, increasing competition with other destinations, the consequences of climate changes or its seasonal nature. At the same time opportunities that should not be missed. On the one hand, the industry must adapt to social developments that will influence demand in the tourism sector, on the other hand, it has to face the constraints of the current structure of the sector, its specific characteristics, as well as its economic and social context.

It is also important for the European citizens to know their rights and to have the possibility to benefit from them when moving within the European Union or outside it: they must exercise their rights as European citizens as easily as in their country of origin. The Commission will propose solutions for minimizing the obstacles encountered by Europeans when they try to obtain travel services outside their country. To achieve these objectives, actions to support tourism can be grouped around four axes:

- stimulate competitiveness of the European tourism sector;
- promote the development of sustainable, responsible and quality tourism;
- consolidate the image and profile of Europe as a collection of sustainable and high quality destinations;
- maximise the potential of EU financial policies and instruments for tourism development.

These four axes form the basic structure of the new tourism framework, which the Commission intends to implement in tandem with Member States and the key stakeholders in the tourism industry.

Europe 2020 is the EU strategy to promote smart, sustainable and inclusive growth. The EU has set ambitious targets to be achieved by 2020 in five main areas:

- employment - population between 20 and 64 years old must be employed in a proportion of 75%;
- innovation - 3% of EU GDP should be invested in research and development;
- climate changes - target values "20/20/20" for climate / energy must be achieved (including increase its emissions reduction to 30% if possible);
- education - share of early school leavers should be under 10% and at least 40% of the population between 30 and 34 years old must have completed tertiary education or equivalent training;
- poverty - poverty reduction through the goal of bringing at least 20 million people out of poverty and exclusion.

The cohesion policy provides the investment framework and the enforcement system needed to achieve the Europe 2020 strategy goals.

The tourism consumer behaviour is also changing (travelling more independently, internet is used more intensively, increase the volume of low cost travel, increase the demand for sustainable tourism) and factors that until recently were not decisive became essential: high quality, sustainability, constant innovation, training, etc.

The national tourism development master plan for the period 2007-2026 focuses on tourism resources of the Regions. However, financial and promotional means available will not be sufficient to build a qualitative tourism infrastructure in most regions covering the entire surface, so one should insist more on areas, projects and tours that can cover large areas and can diversify the tourist offer.

The Sectoral Operational Programme "Increase of Economic Competitiveness" (Agenda for a sustainable and competitive European tourism) aims to increase productivity of Romanian companies in order to reduce gaps in regard to the European average productivity. Under this programme, tourism is reflected in Priority Axis no. 5 - "Romania - attractive destination for tourism and business", which aims to support the increase of economic competitiveness by improving Romania's image, promoting Romanian tourism.

The Regional Operational Programme aims to accelerate economic growth in all regions, giving special priority to the least developed regions, and it contains the Priority axis no. 3, "Developing regional and local tourism." This axis aims to maximize the existing tourism resources, as well as those still not entered the tourism (historical, cultural and natural tourism resources), create new jobs and increase income from tourism activities, create new sources of income in remote areas with tourism potential.

We emphasize the important role of local and regional authorities on the sustainable management of tourist destinations. Initiatives of local and regional authorities and of European regional networks are emblematic for sustainable tourism development models and it is essential to fully exploit such knowledge and experience by promoting local and regional cooperation across the EU.

In many parts of our country, a number of regional and local brands can be identified and introduced to integrate into European brands, focusing on preserving national identity.

Potential impact of certain structural problems on European tourist destinations, such as climate changes or shortage of water and energy, are issues that can be overcome only if sustainability will be promoted more intensively in the tourism strategies of affected regions. Climate changes effects should be avoided by protecting and restoring natural areas, as well as by tourism integration in the Integrated coastal management.

Challenges such as demographic change in Europe, diversifying tourism offer or the growing impact of information and communication technologies, are possibilities that should be explored in cooperation with local and regional authorities. In this context, it is necessary to emphasize the huge growth potential of the European tourism sector and its close relationship with the administrative, socio-economic and regional logistics structure, especially in the development of transport sector and, particularly, in the improvement of connections to tourist destinations, development of regional airports and promotion of river connections that stimulate a greater degree mobility and ensure sustainable transport.

The value gained by the territory in terms of heritage, becomes a strategic factor for its development, and Europe is particularly rich in this respect, whereas there are many areas, like many regions of Romania, who either have an enormous tourism potential, although they are still in an early stage of their tourism development, or have developed an important tourist activity. One should consider especially destinations that have specialized in tourism activity and which being well-known destinations, need restructuring and rehabilitation to cope with increasingly fierce global competition from emerging countries in terms of quality and innovation. To take into account market segments consisting of the elderly and people with special needs, tourist destinations must adapt and eliminate barriers.

To mitigate the consequences generated by the complex process of regional economy restructuring through Priority 2 – Develop the productive sector, increase business competitiveness and promote private sector – the development of SMEs sector, modernization and diversification of economic activities, are considered alternatives. In order to increase the competitiveness of the tourism sector companies, it is expected to provide consultancy services which aim to provide higher quality products in order to penetrate foreign markets. In this context, given that both the tourism infrastructure, and the tourism potential are not used to full capacity, it is necessary to develop, diversify and promote tourism, seeking to improve the performance of companies operating in the tourism sector by improving service quality and effective promotion of tourism, stimulate and support private companies viable through activities developed in this field.

In developing tourism products specific to a region, which may increase the attractiveness of the area, making the tourist stay more enjoyable; one should also take into account the stimulation of tourism-related activities such as: encourage the pursuit of folk art and craft fairs, traditional folk cultural performances and religious events. Supporting tourism investments that promote traditional cuisine from different regions or tourism maximum use initiatives of local resources can also be topics for future projects and even the financial support of manufacturing activities of handicrafts and traditional crafts. Initiatives to develop sports tourism activities will be supported as well: mountainbike, descending fast mountain rivers with boats - rafting, paragliding, hang gliding, and so on.

The measure Preserving and protecting natural tourist destinations particularly aims to increase tourist attractiveness of regions by exploiting the existing natural potential, protecting and improving conservacy areas and other types of natural spaces in local heritage, awareness of the importance of natural heritage protection, promoting natural tourist destinations in different regions. This measure aims to finance, identify and promote natural areas with tourism potential and to include them in national and international tourist circuit, public awareness campaigns and campaigns for people living nearby natural objectives targeted, especially on the importance of protecting these areas. The involvement of environmental NGOs is required in development, protection and promotion activities.

This strategic approach is based on the following principles of regional tourism development:

- the only way to compete in tourism market is tourism continuous improvement and service quality assurance;
- tourism development will be tourist-oriented and it will meet their needs;
- financial investments must be sustainable, ensure a secure income and prefigure future development;
- environmental protection is a priority and any intervention is designed not to affect the quality of natural and built environment;
- improving quality of life - a well arranged tourist place is at the same time an attractive place to live and work. Starting from this premise, the action plan for regional tourism development considers both possibilities to attract tourists and to increase the standard of living of the local population; public funds used to support tourism projects are designed to contribute to the development of those tourist activities of strategic interest both nationally and regionally;
- in support of joint projects, priority projects will be projects for promotion of regions, tourist areas, tourist parks that allow an improvement of existing tourism resources and have a wider impact;
- one should promote a brand for each region that summarizes the peculiarity of each area;
- for strategic reasons, it is important to provide corroboration funds to achieve synergies wherever possible, promotion of key projects having priority over the homogeneous promotion throughout the region. Tourism infrastructure must be developed in relation to those matters of great importance, representing the key for creating equal opportunities to enjoy a standard of living and development;
- consensus regarding development objectives is a prerequisite for successful tourism development;

- extending transport links to neighbouring countries and regions is necessary because they represent important potential markets for regional tourism; the recreation and leisure offer should be available throughout each region, especially for recreation near large cities.
- special attention will be given to the nature and protected areas of the region; by preserving forest areas and protecting particularly attractive landscapes, resources must be provided in a sustainable way for leisure and recreation;
- one should work towards improving quality and expanding tourism capacities at a reasonable price by practicing effective public-private partnership.

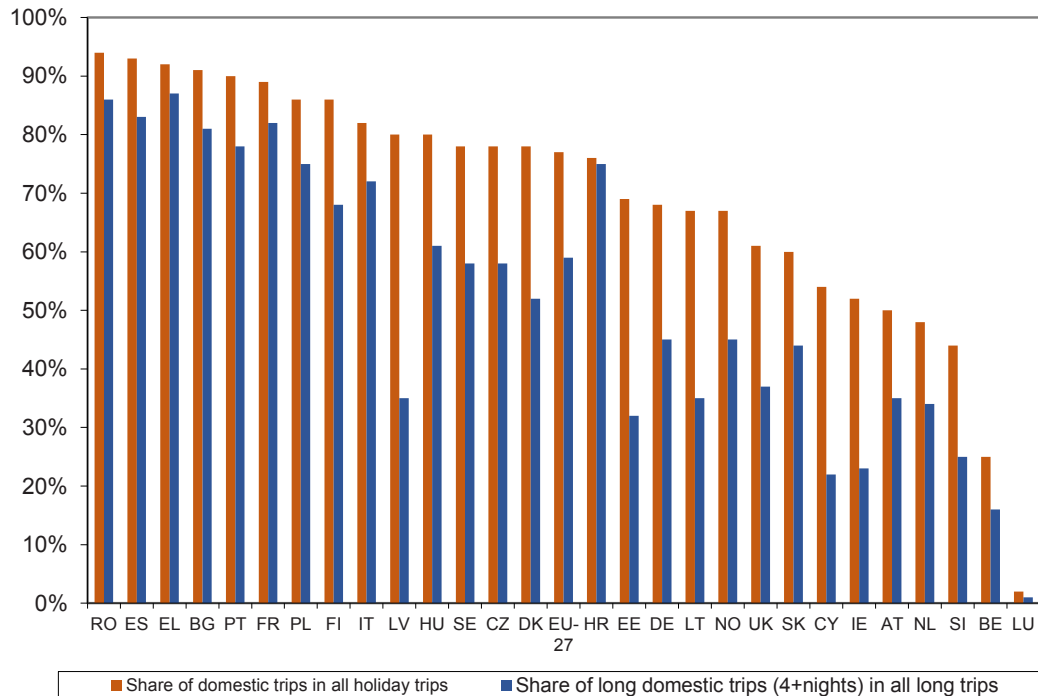


Fig.1. Share of domestic holiday trips in all holiday trips (any duration; only trips of 4 or more nights), 2010
Source: Eurostat Report, 2011

About 80% of Europeans continue to travel on vacation, according to the Eurobarometer survey on "Attitudes of Europeans towards tourism in the years 2010 and 2011". EU citizens increasingly prefer to spend their holidays in traditional tourist destinations (57%), while 28% would rather focus on emerging destinations. Tourism is one of the most important services in Europe.

The Eurostat report on tourism says that Europeans have made in 2010 over 1 billion holiday trips. More than three quarters were domestic trips and only one fourth were international trips. Romania is the first in Europe in this respect, 94% of Romanian citizens spending their holidays in the countryside. Similar proportions are also registered in Spain (92%), Bulgaria and Greece (91%).

Regarding long holiday trips (i.e. the proper holidays), Romania is listed with a share of 34% nationally and only 5% abroad.

The rest are short trips, weekends generally subject to cheap airline tickets or other convenient means of transport. Unlike Romanian citizens, residents of Luxembourg have an average of 62% of long holiday trips abroad. They are also the most extravagant tourists of the whole European community. In 2011, European tourists spent on average 234 Euros for a holiday trip to the countryside and 737 Euros for one holiday trip abroad. The highest amounts in domestic tourism were invested in France (77 billion Euros) and the lowest in Estonia (38 million Euros).

In Romania, the number of Romanian residents who have made national and international tourism trips increased by 12.8% in 2011 compared to 2010. During the same period, the number of trips made by residents increased by 12.6% compared to 2010. Holiday trips showed a peak in December for domestic destinations and in August for external destinations.

As in previous years, the Romanian tourists prefer short trips of less than 4 nights and stay with relatives or friends.

The number of Romanian residents who made tourist trips in 2011 was 12146,2, an increase of 12.8% compared to 2010. Persons aged 25-44 years accounted for the largest share of the total number of tourists 48.9%, followed by the age group 45-64 years (24.4%), 15-24 years (19.5%) aged 65 and over (7.2%). The number of tourism trips made by residents in 2011 was 13480.5, an increase of 12.6% compared to 2010.

Table 1. Tourist arrivals in tourist accommodation structures in the eight development regions (no. of persons)

Tourist arrivals in tourist accommodation structures in the eight development regions	2005	2006	2007	2008	2009	2010	2011
TOTAL	5805096	6216028	6971925	7125307	6141135	6072757	7031606
North-West Region	733384	780554	889707	908076	732474	702838	799304
Centre Region	1067924	1164060	1329992	1291514	1072785	1126887	1435771
North-East Region	621583	678254	717592	725646	656501	620961	696188
South-East Region	1107963	1080729	1231058	1308569	1157087	1044043	1134824
South-Muntenia Region	573557	627320	729221	750157	591251	572912	616401
Bucharest-Ilfov Region	831336	900464	996740	1038161	989805	1125213	1282616
South-West Oltenia Region	334178	370820	403071	429370	366114	337102	426845
WEST Region	535171	613827	674544	673814	575118	542801	639657

Source: NIS, 2012

During the analyzed period, the share of holiday trips in all holidays was 92.7%, being comparable with the period of 2010, while travelling for business and professional reasons accounted for 3.0%.

Most holiday trips in year 2011 were those between 1-3 overnight stays. In 2011 compared to 2010, the growth rate of tourist arrivals in the South-West Oltenia region accelerated compared to previous years, and this is evidenced by the fact that it has exceeded arrival growth from other regions. Thus, arrivals growth rate of almost 27% in this region exceeded those of other regions as follows: West region (17.84%), Bucharest-Ilfov region (14%), South-Muntenia region (7.6 %), South-East region (8.7%), North-East region (12.11%), North-West Region (13.72%), almost on par with the Centre region (27.4%).

Figure 2 shows the evolution of the number of tourist arrivals in tourist accommodation structures in the eight development regions:

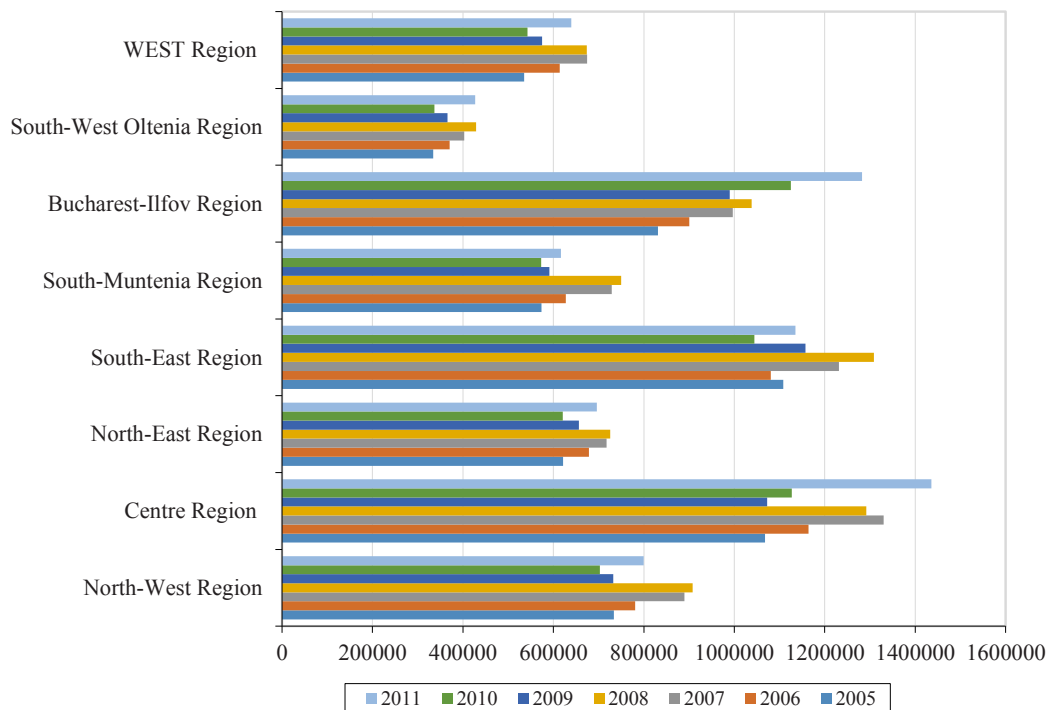


Fig. 2. Evolution of the number of tourist arrivals in tourist accommodation structures in the eight development regions (no. of persons)

Regarding the share of overnight stays, most nights were recorded in the South-East region (4.050.309 - 22.52% of all overnight stays at national level), followed by the Centre region (3.311.637 - 18.41% of total overnight stays at national level) and the South-West Oltenia region with a rate of 8.26% at the end of 2011, occupied the last position within the eight development regions. In 2011, due to the general increase of overnight stays in the regions, there was an increase in their number at national level as well by 12% compared to 2010.

Table 2. Overnight stays in tourist accommodation structures in the eight development regions (no. of persons)

Overnight stays in tourist accommodation structures in the 8 development regions	2005	2006	2007	2008	2009	2010	2011
TOTAL	18372988	18991695	20593349	20725981	17325410	16051135	17979439
North-West Region	2290196	2362911	2549490	2536890	2098589	1884543	2083679
Centre Region	2782126	2930392	3177434	3152080	2665298	2719381	3311637
North-East Region	1435848	1599057	1691905	1676761	1509550	1372623	1556366
South-East Region	5139161	4853718	5294207	5317647	4423728	3734288	4050309
South-Muntenia Region	1807218	1940531	2175482	2115893	1674366	1564697	1678760
Bucharest-Ilfov Region	1481256	1657978	2024483	2212892	1835779	1980397	2129626
South-West Oltenia Region	1601872	1640929	1673496	1730168	1441604	1290263	1486267
West Region	1835311	2006179	2006852	1983650	1676496	1504943	1682795

Source: NIS, 2012

Figure 3 shows the evolution of the number of overnight stays in tourist accommodation structures in the eight development regions from 2005 to 2011:

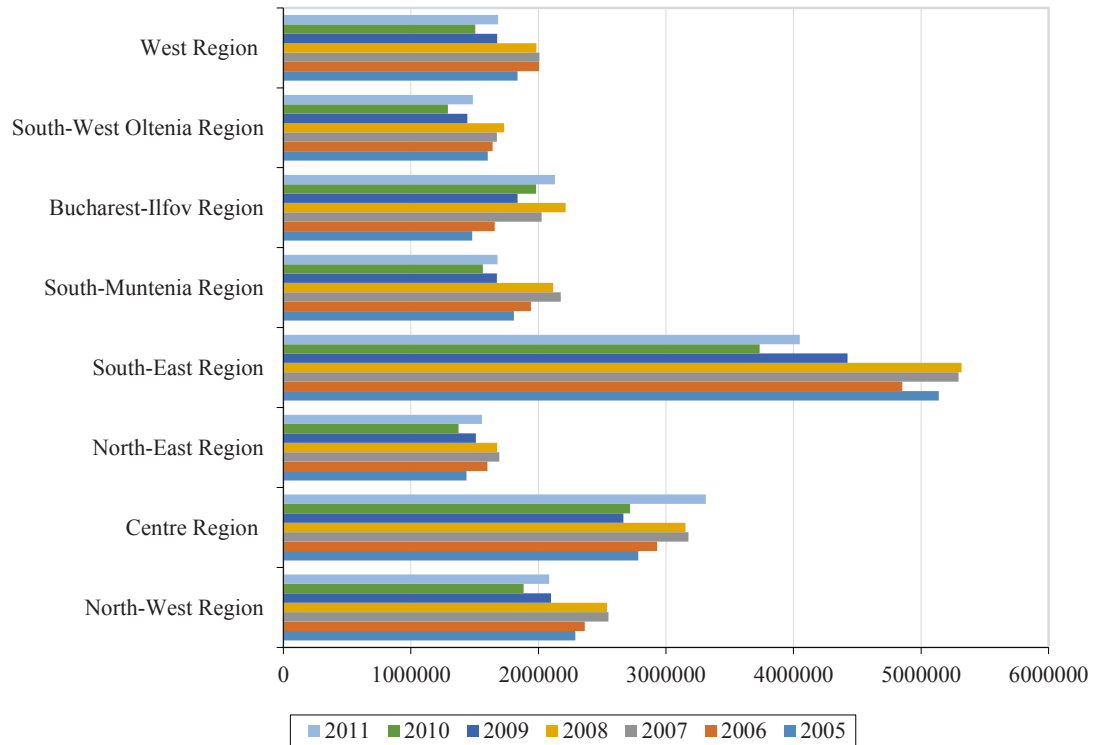


Fig. 3. Evolution of the number of overnight stays in tourist accommodation structures in the eight development regions from 2005 to 2011 (no. of persons)

An enlightening comparison is the turnover in hotels and restaurants sector. The table below gives the configuration of the 8 regions in terms of turnover in hotels and restaurants sector.

Table 3. Turnover in hotels and restaurants sector in 2010 (million lei)

Total	10097
South-West Oltenia Region	553
Bucharest-Ilfov Region	3062
North-West Region	1116
North-East Region	954
West Region	769
Centre Region	1402
South-East Region	1385
South-Muntenia Region	856

Source: NIS, 2012

Investments to modernize tourist infrastructure and resorts can certainly revive tourism in many regions, which in its turn can help the economic growth of regions. Thus, European funds are a source of "first aid" for "tourism revival," but, besides modernization of tourist resorts, one should also consider the European standards of tourism services, create original, attractive and innovative programmes in order to target important tourist flows to various areas through sustained promotion activity.

An effective management of the local government and an aggressive promotion by advertising companies and travel agencies will certainly help tourism to reach the desired result.

Figure 4 shows the evolution of turnover in hotels and restaurants sector in 2010, by development regions:

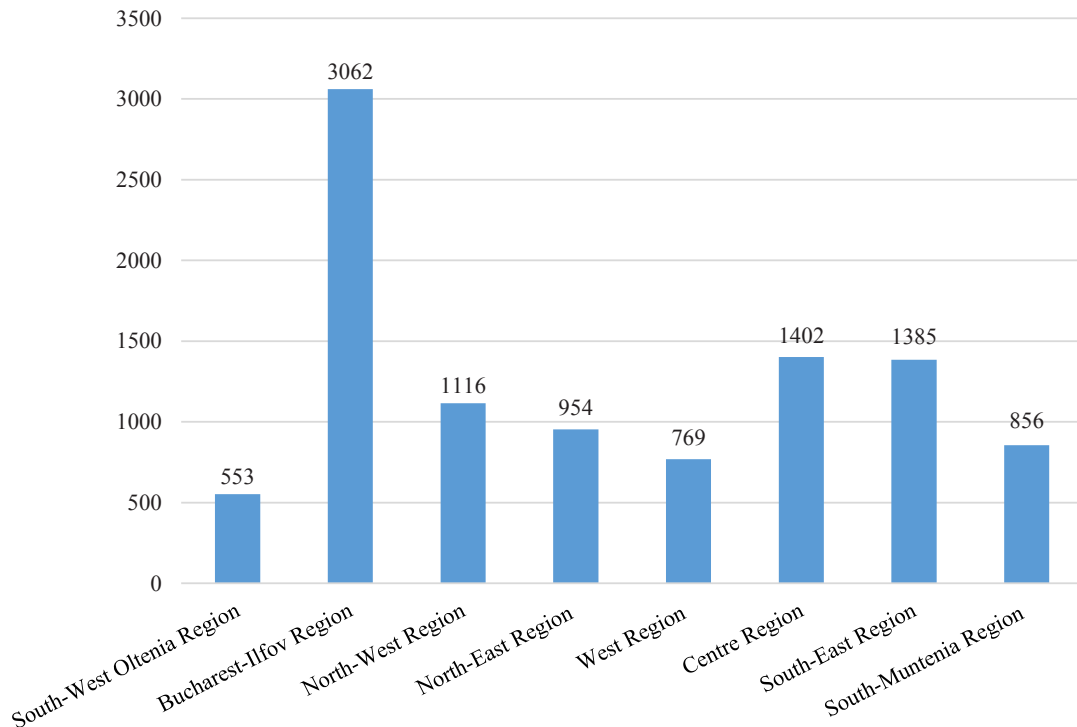


Fig. 4. Evolution of turnover in hotels and restaurants sector in 2010, by development regions

In the table below we have a complete image of employees in this sector within all eight development regions of the country.

Table 4. Employment in hotels-restaurants sector in 2010, by development regions (thousands of people)

Total	133,1
South-West Oltenia Region	9,7
Bucharest-Ilfov Region	26,0
North-West Region	17,3
North-East Region	14,8
West Region	13,5
Centre Region	21,5

South-East Region	16,9
South-Muntenia Region	13,4

Source: NIS, 2012

Figure 5 shows the evolution of employment in hotels and restaurants sector in 2010, by development regions:

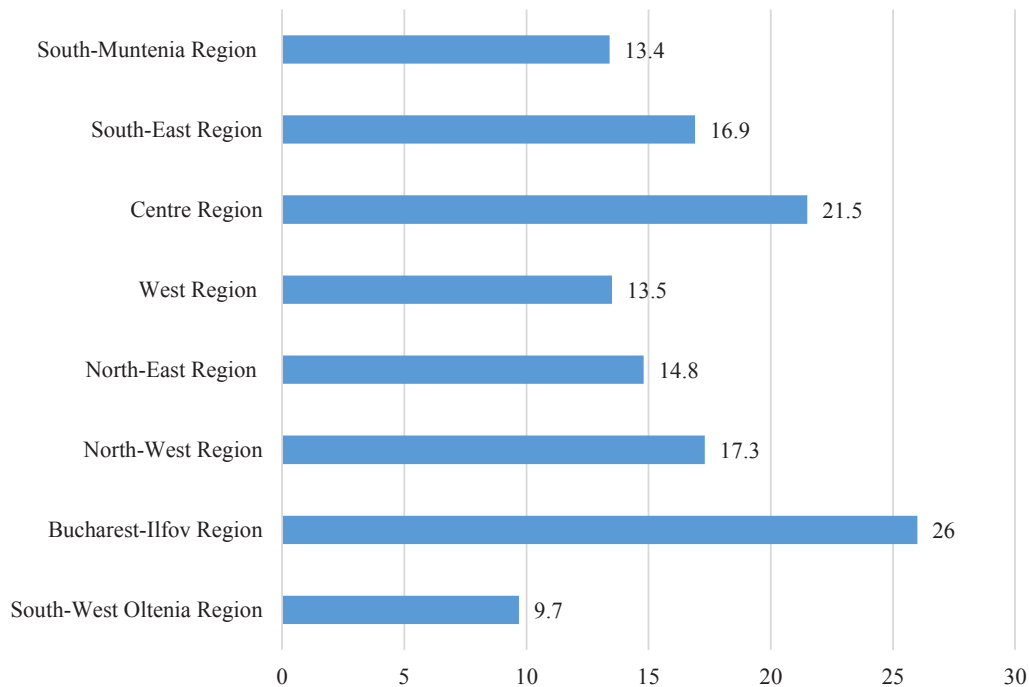


Fig. 5. Evolution of employment in hotels and restaurants sector in 2010, by development regions

3. Conclusions

Challenges facing the European tourism sector demonstrate the importance to anticipate changes and respond in good time to increasing competition of this evolving sector. Like all other sectors of the economy, the tourism industry faces increasingly global competition, as emerging or developing countries attract more and more tourists. Faced with this competition, Europe must offer sustainable and quality tourism, relying on its comparative advantages, especially on its rich diversity of landscapes and the exceptional culture. It should also strengthen cooperation with countries whose populations can become a source of visitors for European destinations along with increasing their standard of living.

EU approaches tourism policy in a coordinated and integrated manner, in conjunction with other policies, such as transport, agriculture, environment, information and communication technologies, social policy, culture and so on. Based on these guidelines, we conclude that the following targets for regional tourism development can be approached through generally-accepted common actions such as:

- the need to modernize tourism products;
- development of regional tourism products;
- qualification and continuous training of workers in the region;
- improving the quality of tourism services;

- networking between participants in tourism action and improve collaboration and public-private partnerships;
- improving tourism promotion - production and distribution of advertising and promotional materials, increasing the role of tourism fairs nationally, regionally and locally
- establishment and extension of local and regional tourist information points.

Regional development strategy, especially for regions that comprise tourist areas of real value, must consider that the tourist influx growth, of any origin, positively influences the regional economy:

- directly, through the total receipts from tourism consumption (accommodation, meal services, fees, shopping, and so on);
- indirectly, through contact and local bilateral cultural influences, knowledge of local economic values and potential business opportunities, labour employment in services, creating favourable image.

References

- Beirman D., (2009), *Tourism and the Global Economic Crisis of 2008*, Harvard Business Review, USA
- Fesenmaier, D., Werthner, H., Wober, K., (2006), *Destination Recommendation Systems: Behavioural Foundations and Applications* HB 0851990231, CABI, London
- Gunn A. Clare, (2002), *Tourism Planning: Basics, Concepts, Cases*, Routledge
- Veal, A. J, (2006) *Research Methods for Leisure and Tourism: A Practical Guide*, 3rd edition, Prentice Hall
- Wray Meredith et. al., (2010), *Sustainable regional tourism destinations: best practice for management, development and marketing*, CRC for Sustainable Tourism Pty Ltd, Gold Coast, Queensland, Australia
- Official Journal of the European Union C 104/15, (2011)
- WTO World Tourism Barometer, volume 8, January, (2010)